

Alpenliebe® SWEETEST CITY REPORT

The graphic features the Alpenliebe logo at the top, which includes a small illustration of a Swiss mountain landscape. Below the logo, the words "SWEETEST CITY" are written in a white, bubbly font inside a brown, cloud-like shape. The word "REPORT" is written in a large, bold, red font inside a brown, banner-like shape. To the right of the banner is a golden trophy with a star on it. Above the trophy are three small red hearts. The background of the entire image is a city street at dusk or dawn, with tall buildings and trees.

CONTEXT

How many times does a delivery rider hear "thank you" in a day?

How often does someone offer a glass of water?

Or simply pick up the phone when they're trying to find an address?

These small moments may seem ordinary, but they shape thousands of rider experiences across India every day.

To understand what sweetness looks like in everyday life, Alpenliebe surveyed delivery riders across the country and asked them about the interactions that stay with them.

The result is the Sweetest City Report, a first-of-its-kind look at how India's cities express kindness through everyday words and actions.

Welcome to India's first Sweetest City Report.



RESEARCH METHODOLOGY



Alpenliebe conducted a survey to study everyday interactions between customers and delivery partners across India.

STUDY DETAILS



28,783

delivery
partners surveyed



933

cumulative
survey hours



30+

hours of
in-person interaction

TARGET AUDIENCE

Gen Z

15 - 27 yrs

Millennials

28 - 43 yrs

Gen X

44 - 60 yrs

GEOGRAPHIC COVERAGE

20+

cities across India

6

Metro Cities

14

Non-Metro Cities

INDIA'S SWEETNESS SCORECARD

Who knows a city better than the people navigating it all day?



2 in 5 riders rated the customer experiences at 3 or below



56 % of customers did not take an extra step by offering water, checking in during tough weather or extending a thoughtful gesture



1 in 4 deliveries end without a greeting or acknowledgement



"BOTTOM LINE"

The gap between average and exceptional is often just a few kind words.



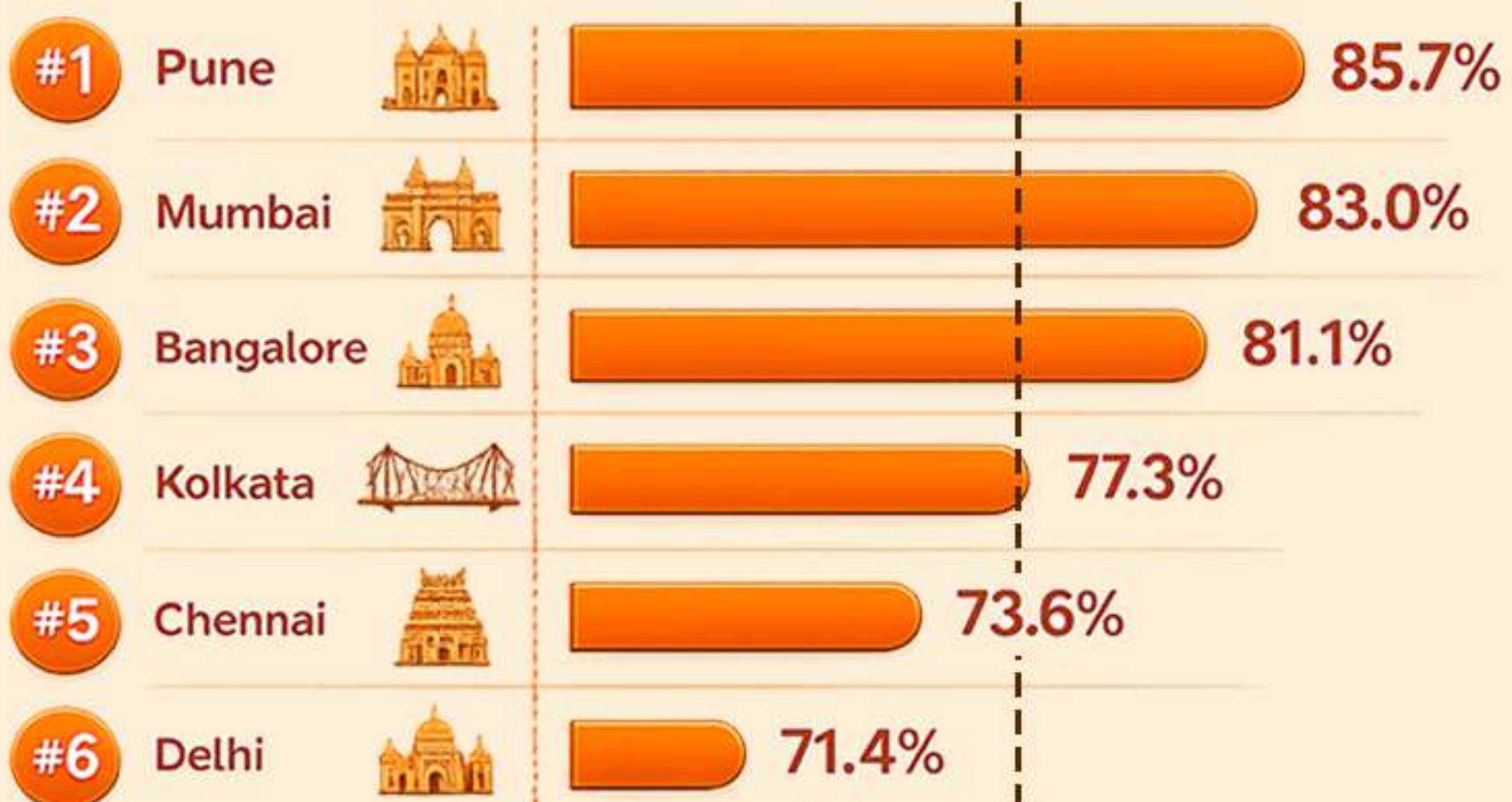
THE GREETING GAP

Q1

DID THE CUSTOMER GREET OR THANK YOU?

A greeting takes seconds. Its impact lasts much longer.

INDIA AVERAGE – 77%



INSIGHT: THE GREETING GAP

A significant difference separates the highest and lowest ranked cities. That's a surprisingly large gap for something as simple as saying hello.



"Bas ek thank you mil jaaye,
din ban jaata hai."

-Delivery Rider, Delhi

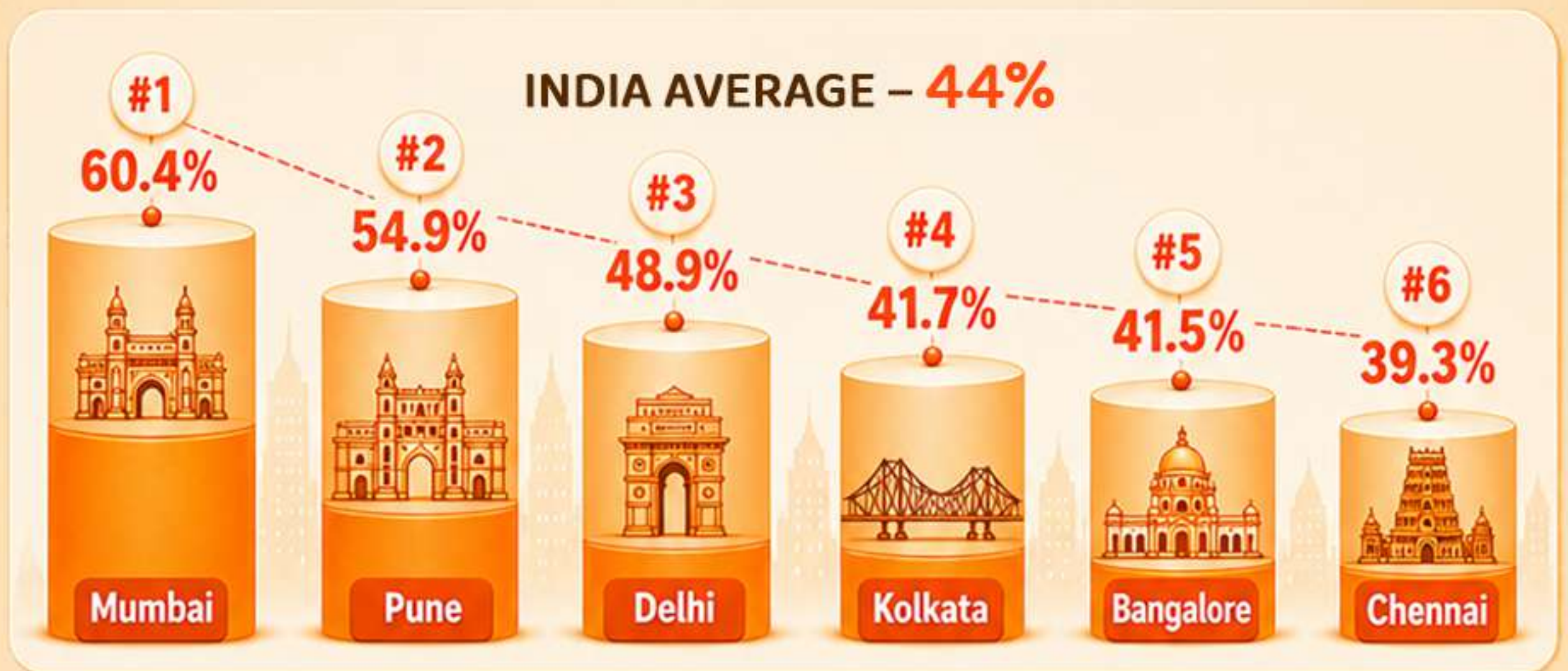
GOING THE EXTRA MILE

Q2

DID THE CUSTOMER TAKE AN EXTRA STEP?



A glass of water. A quick check-in during the rain. Sometimes, the smallest gestures leave the sweetest impression.



INSIGHT: ACTIONS SPEAK SWEETER

Not every city expresses sweetness through words. Some choose to show it through actions.



"Itni garmi mein koi mere doorstep tak delivery kar raha hai, toh ek glass paani toh offer kar hi sakti hun."

-Customer, Delhi

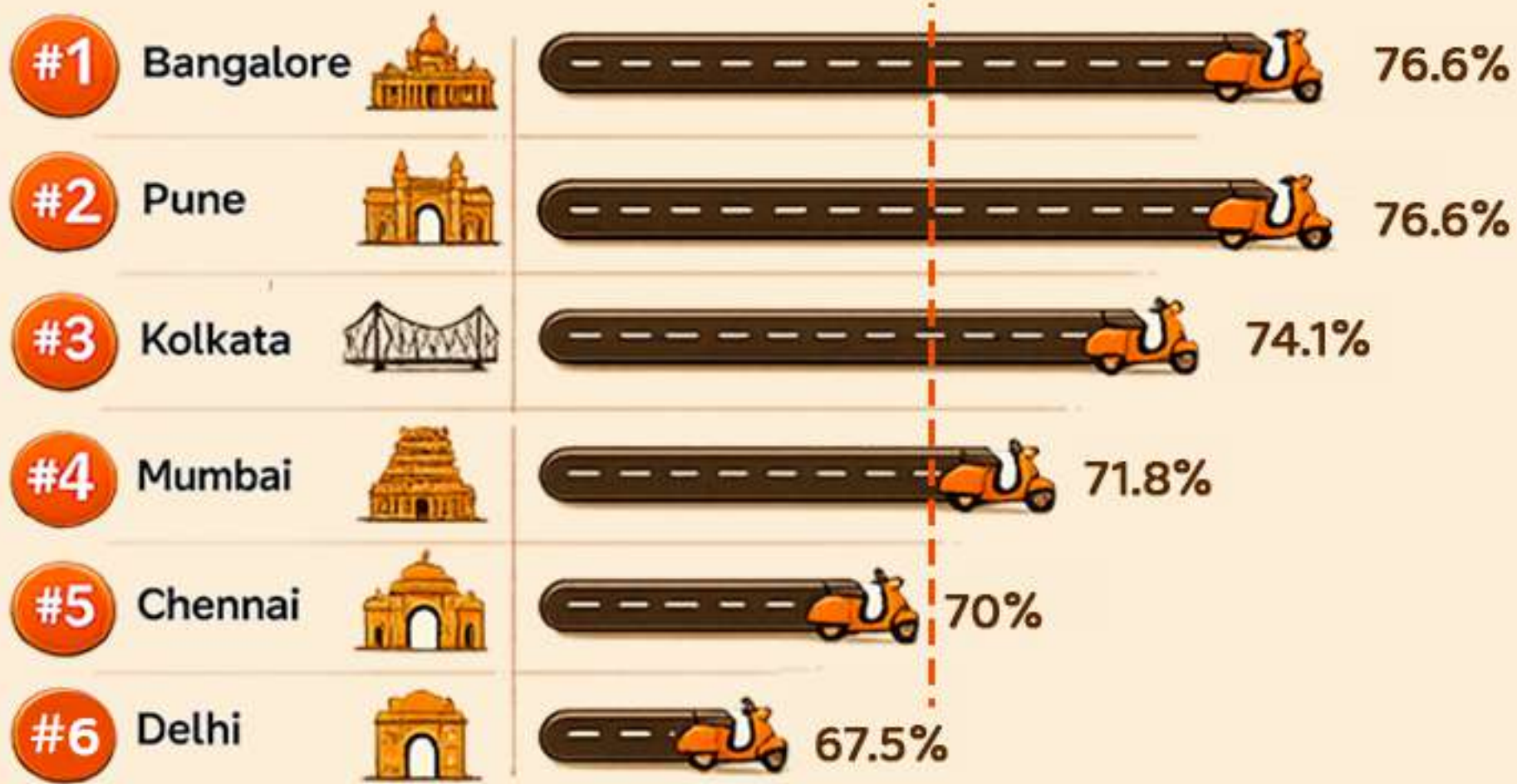
LOST WITHOUT YOU

Q3 WAS THE CUSTOMER HELPFUL IN FINDING THEIR LOCATION?



A shared pin. A picked-up call. A quick wave from the gate. Sometimes, sweetness is simply helping someone find their way.

INDIA AVERAGE - 72%



INSIGHT: THE DIRECTION GAP

- ✓ Bangalore showing that a tech-savvy city can translate digital fluency into practical helpfulness
- ✓ Finding the right location isn't just a matter of convenience-it can be the difference between a smooth delivery and a frustrating one



"Ek baar lift kaam nahi kar rahi thi aur stairs chadhni padi. Aadhe raste mei customer hi mil gaya. Bas! Thodi help bahut kaam aati hai."

-Delivery Rider, Mumbai

CAN YOU HEAR THE SWEETNESS?

Q4

WERE CUSTOMERS POLITE ON THE PHONE?

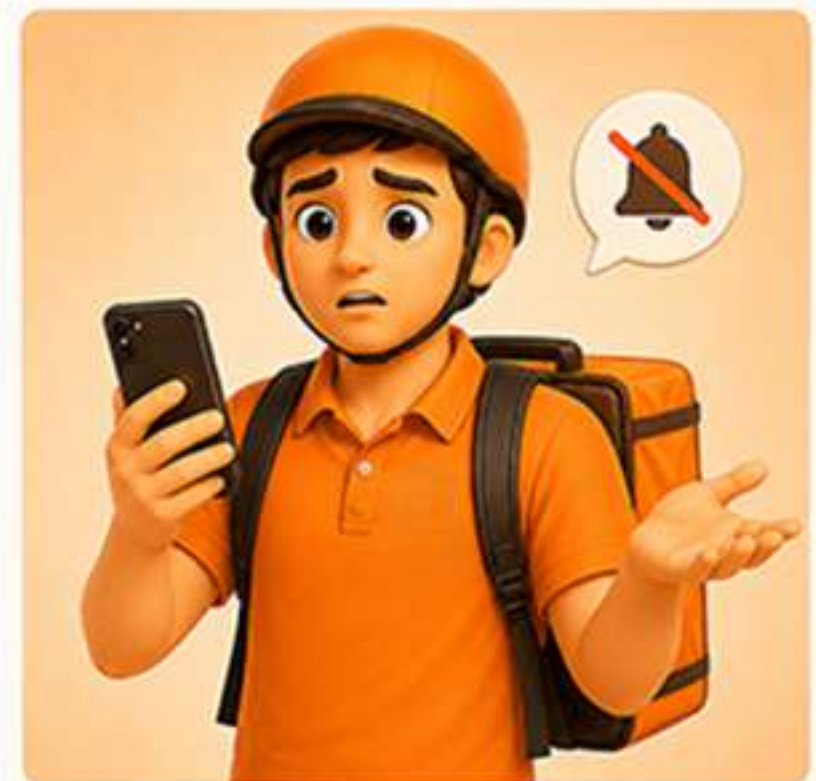
A call may last only a minute or two, but a little patience and courtesy can make all the difference.

INDIA AVERAGE **70%**



INSIGHT: THE PHONE GAP

Courtesy doesn't always travel across channels. Some cities are just as sweet on the phone as they are in person, while others become noticeably less so.



"Instructions mein likha tha, bell mat bajao. Call kiya, par phone nahi uthaya. Ab main kya karun?"

-Delivery Rider, Pune

THE SWEETNESS SCORE

Q5 OVERALL BEHAVIOUR & FRIENDLINESS

Some interactions are forgotten the moment the delivery ends. Others leave behind a lasting impression.

INDIA AVERAGE - 3.69

#1	Pune							4.04
#2	Mumbai							3.91
#3	Bangalore							3.85
#4	Kolkata							3.61
#5	Delhi							3.53
#6	Chennai							3.52

INSIGHT: THE SWEETNESS RECIPE



Greetings

+



Gestures

+



Directions

+



Phone calls



These moments add up to a sweeter delivery experience overall.

THE HALO EFFECT OF HELLO



Higher ratings were universally awarded where riders felt the warmth went beyond greetings

TYPES OF GREETINGS	BEHAVIOUR	AVG RATING
 The fully warm	Greetings + going the extra mile	4.57 ★
 Words only	Only Greetings	3.72 ★
 Action only	Only going the extra mile	3.4 ★
 Neither	Greeting nor going the extra mile	1.95 ★



Across cities, customers who greeted their riders were 4 times more likely to take an extra step later.

THE GREAT SWEETNESS DIVIDE METRO VS NON-METRO

 TYPE OF GREETINGS	 METRO CITIES	 NON-METRO CITIES
 Verbal Warmth	75%	71%
 Practical Warmth	59%	55%
 Top Cities	Mumbai & Pune	Bhubaneswar & Nagpur

SIX CITIES. SIX PERSONALITIES.



PUNE - THE CONSIDERATE ONE

Pune leads with kindness at every step. Riders consistently report thoughtful and respectful interactions.



MUMBAI - HUSTLE WITH A HEART

Mumbai moves fast but never forgets the human touch. Amidst the rush, riders experience thoughtful and generous interactions.



BANGALORE - BETA TESTING SWEETNESS

Bangalore makes a great first impression. Riders are welcomed warmly and guided well, but the extra sweetness doesn't always follow through.



KOLKATA - THE QUIET CONTENDER

Kolkata quietly earns its place through thoughtful, helpful, and respectful interactions that riders remember.



DELHI - DIRECTIONALLY CHALLENGED

Delhi keeps riders on their toes. While interactions can be warm and memorable, finding the final destination is often part of the adventure.



CHENNAI - STRONG KAAPI. MILD SWEETNESS

Chennai has all the right ingredients. A little more warmth and a few more thoughtful gestures could make its sweetness truly stand out.

AND THE SWEET TRUTH IS...



“

Sometimes the difference between an average interaction and a memorable one is surprisingly small.

A greeting. A thank you. A smile. A glass of water. A little extra consideration.

While some cities are already setting the benchmark, every city has the opportunity to become sweeter.

Because the sweetest cities aren't built through grand gestures. They're built through small acts of kindness, repeated every day.

And perhaps that's all it takes.

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Sweetness starts with the next interaction.

ALPENLIEBE KHOLO. MEETHA BOLO.